

DATE: January 25, 2011

MEMO CODE: SFSP 04-2011, SP 15-2011

SUBJECT: Child Nutrition Reauthorization 2010: Outreach to Households on the Availability of Summer Food Service Program Meals

TO: Child Nutrition Programs

The Healthy, Hunger-Free Kids Act of 2010 (the Act), Public Law 111-296, establishes requirements for conducting outreach to households on the availability of Summer Food Service Program (SFSP) meals. The purpose of this memorandum is to provide guidance on the implementation of the provision that requires schools to conduct outreach on the availability of the SFSP before the end of the school year.

Section 112 of the Act amends section 13(a) of the Richard B. Russell National School Lunch Act (42 U.S.C. 1761(a)) to require that each State agency that administers the National School Lunch Program (NSLP), to the maximum extent practicable, ensures that school food authorities (SFAs) cooperate with SFSP service institutions to inform eligible families of the availability and location of free meals for students when the regular school year ends.

Acceptable activities may include developing or disseminating printed or electronic materials to families of school children prior to the end of the school year, which provide information on the availability and location of SFSP meals. Other activities to promote the availability and location of SFSP meals may be approved by the State agency.

We encourage working relationships between SFAs and SFSP service institutions to ensure that schools help promote the availability of meals for children during the summer months. An SFA can distribute information to households such as the location of nearby SFSP meal sites, times of service, and SFSP service institution contact information. The SFAs may distribute the information through means normally used to communicate with the households of enrolled children.

The SFSP Outreach Toolkit for Sponsors and Feeding Sites includes fliers, letters to parents, and other materials that may help schools raise program awareness among students and their families. The SFSP Toolkit is available at [www.summerfood.usda.gov/library/toolkit.pdf](http://www.summerfood.usda.gov/library/toolkit.pdf).

This provision of the Act is effective as of October 1, 2010. Therefore, State agencies should ensure that outreach activities by SFAs are in place for the coming summer. If the State agency administering the NSLP is not the same State agency that administers the SFSP, the two State agencies must work together to implement the requirements in this Act and facilitate connections between SFAs and SFSP service institutions.

FNS will issue a separate memorandum regarding outreach requirements for the School Breakfast Program also found in section 112 of the Act.